

THE EVERGLADES NEWS

Serving the Lake Okechobee Farming Region

Established 1924 Published Every Friday
Subscription Price \$2.00 Year In Advance

The Everglades News Is Entered at the Post Office
in Canal Point, Florida, as Second Class Matter.

Paul Rardin Editor and Publisher

NEWSPAPER ADVERTISING WINS

The potency of newspaper advertising as a visible appeal is well known but it is gratifying to all newspapermen to note that the huge H. J. Heinz company has decided to discontinue sponsorship of its radio program and place the bulk of its future advertising in newspapers.

The decision to rely chiefly upon newspaper advertising was reached on the basis of a comprehensive survey made by the Heinz company in order to ascertain with accuracy the best media for advertising food products.

"We feel that newspaper advertising will better enable the company to reach all kinds of people in selected markets and to concentrate on best markets depending upon changing economic conditions," said H. J. Heinz, president of the company. "We can also improve our advertising timing and allow for geographical and seasonal differences in food tastes throughout the nation."

He said that the Heinz newspapers advertising budget for 1945 is "many times greater" than for the year now ending. Although "Information, Please" is one of the best of the radio programs, the Heinz president is convinced that better results will be obtained in the long run by concentrating on newspapers.

ing on newspaper advertising, which no readers fail to see.—Lakeland Ledger.

PRESERVING THE PRAIRIE

To be appreciated, the most common things have to get scarce. To the '40-er, struggling across the country after California gold, the prairie was monotonous, unexciting. The idea of preserving a sample for posterity would have seemed as ridiculous as bottling up a little fresh air to use later.

Prairie preservation has been achieved in Illinois. A strip of original Illinois, half a mile long and 100 feet wide, uncultivated and bearing the type of vegetation which the early pioneers saw, has been found along the Illinois Central tracks in McLean county. The founder, Dr. Blanche McAvoy, who teaches biology at Illinois state normal university, reports that the wild flowers are decidedly unusual including a species of gentian for which botanists have been scouring the country. The area will be made a "prairie preserve" and kept exactly as it is.

Other such stretches must exist in Florida. Amateur botanists might be on the lookout for them.—Ocala Star-Banner.

PERSUASIVE TEXT

Dean Swift was once asked to preach a "happy" sermon. It was intimated that a brief appeal would be preferred. "I shall be short," he promised. Entering the pulpit he said, "My text is: He that giveth unto the poor lendeth unto the Lord. Brethren, you have heard the terms of the loan. If you are satisfied with the security, put down your cash."

That was all. The collection was a record one.—Coronet.

THE LIFE THAT COUNTS

The more we learn to recognize the "24-hour-a-day" status of our lives in this world it seems to me we should learn our responsibility for service. However, quite the contrary attitude seems to pervade the minds and hearts of many people; since we are "one out of many" none of us feel we had better look out for ourselves, and only for ourselves, and because certainly no one else has a right to. No Christian has a right to such a Christian attitude. Nothing but discipline and chaos can come of it.

I think God's plan for the world is righteousness and justice, and might I stipulate that by saying His righteousness and justice. This I believe is to be established through his great plan of salvation for "all men everywhere." By it we learn our usefulness rather than our uselessness. No one is an insignificant pebble on the beach in the Kingdom of God. All Bible teaching points us to life of service. A man living unto himself does God, himself, nor anyone else any good, and if he continues to live that way he will die exactly that way. How awful to face eternity alone!

Christ teaches us a life of service, and not only does He teach it, but it is the life of service

THE EVERGLADES NEWS, CANAL POINT, FLORIDA

that He possesses—and I do not mean simply a life of good works. Good works, no matter how numerous and fine they might seem, if they are not done in the spirit of Jesus Christ, lack the kind of righteousness that effects salvation. Too many people are trying to get to Heaven by the good things they do rather than by the grace of God. Brother, if you are trying to work your way into Heaven you'll never be able to do enough to earn the prize. How much do you think you must do to pay for Calvary? "Not by works of righteousness which we have done, but according to His mercy He saved us." World! Yes! but what work in a real faith in Jesus Christ as Lord and Saviour of your life. That's God's plan for us, and oh how wonderful it is! It'll make us love people we never thought we could love. It'll be a key to the Scripture such as we never knew before. It'll make us missionary minded. The grace of God we have received will not have been received in vain. How numerous, oh how

numerous are those who have received God's Word to no avail. We want you to worship with us on Sunday if you have no other church affiliation. Our services are at 11 A. M. and 8 P. M. Perhaps you know of sickness in the community, or of some lost soul, or someone you would like this pastor to see. Won't you tell me about it. I want to serve and I can serve only him who wants to be served.

J. Richard Heller, Pastor
Canal Point Baptist Church

Mrs. Carmen Salvatore, Sr., returned home Monday night from Fort Mead where she was called recently because of the death of her cousin, Mrs. Otto Staring.

Mrs. W. H. Acree is spending this week in Tampa and Lakeland on business.

L. L. Tillis returned home Sunday after undergoing a tonsillectomy at the Everglades Memorial Hospital.

GOOD NEWS for Florida Growers!

You can protect your crop against
LEAF ROLLER WORMS and CABBAGE WORMS with
Kryocide
Natural CRYOLITE

Control destructive chewing insects with this proven insecticide. Use this NATURAL CRYOLITE as a spray or dust, with standard equipment... Easy to apply... Economical... Recommended by authorities. Consult your local experiment station or field service representative for suggestions. Your dealer can supply you with KRYOCIDE for spraying, or with mixed dusts from conveniently located stocks. Write for free literature.

PENNSYLVANIA SALT
MANUFACTURING COMPANY
Chemical
1000 WIDENER BUILDING, PHILADELPHIA 7, PA.
NEW YORK • CHICAGO • ST. LOUIS • PITTSBURGH •
CINCINNATI • BIRMINGHAM • WYOMING • TAMPA

Natural CRYOLITE FROM GREENLAND

Control these Pests with Kryocide

LEAF ROLLER WORM
CABBAGE WORM
CORN EARWORM
COTTON WORM
CUCUMBER BEETLE
CORN ROOT WORM
MELON WORM
SILK WORM
TOMATO WORM
and many others

Distributed by
FLORIDA AGRICULTURAL SUPPLY COMPANY
THE KILGORE SEED COMPANY

Our Pledge

Here at Betzner's we plan to do our utmost in 1945 to serve you even better than we have in past years.

It is barely possible that before the end of this year merchandise will be a little easier to get. In this case you can bank on the fact that we'll leave no stone unturned to have those items you have so long wanted.

Please remember in 1945 that our organization will be more than happy to serve you.

Betzner

HARDWARE

Belle Glade

FRIDAY, FEBRUARY 2, 1945

EFFECTIVE FEB. 1

NINETEEN HUNDRED FORTY-FIVE

UNCLE SAM HAS ORDERED A CURTAILMENT
IN CERTAIN TYPES OF LIGHTING!

There is no shortage of electric power but... this measure is designed to conserve fuel. Specifically, the order prohibits use of electricity for—

1. Outdoor advertising and outdoor promotional lighting.
2. Outdoor display lighting except where necessary for conduct of business of outdoor establishments.
3. Outdoor decorative and outdoor ornamental lighting.
4. Show window lighting except where necessary for interior illumination.
5. Marquee lighting in excess of 60 watts per each marquee.
6. White way street lighting in excess of the amount determined by local public authority to be necessary for public safety.
7. Outdoor sign lighting except for—
—Directional or identification signs required for fire and police protection, traffic control, transportation terminals or hospitals.
—Directional or identification signs facing not more than 60 watts per establishment, for doctors and the hotels, and other public lodging establishments.

When this Federal conservation order provides severe penalties for violations including the discontinuance of violators' electric service, upon order from the War Production Board, we are sure that all electric users will voluntarily comply with this war-winning measure.

Though the order does not become mandatory until February 1, we urge electric users to take immediate steps to comply with its provisions as soon as possible, to the interest of fuel conservation.

We will be glad to assist you in every way in complying with the order. Copies of the order can be obtained at our office.

FLORIDA POWER & LIGHT COMPANY

There is no shortage of electric power, but power wasted wastes critical fuel.

PATRONIZE THE ADVERTISERS

EXTEND THE HAND
OF FRIENDLY HOSPITALITY
TO SERVICE MEN AND WOMEN

USO Today... tomorrow... and every day from now until our Armed Forces finally come home for good, you'll be in daily contact with some lonesome young man or woman in uniform who desperately needs the heart-warming, morale-building lift of friendly hospitality.

USO This week the USO everywhere is reminding good Americans that it is their duty to extend cordial, thoughtful courtesies to our Service Men and Women throughout the year... every day, every week, every month... not just during the Christmas holiday season.

USO Members of our Armed Forces need your friendship, your hospitality. It provides a touch of home away from home and eases the great heart-hunger of lonesomeness. Resolve now to do something about it. Take one or more members of the Services under your friendly wing. Entertain them. Cooperate with the USO. It's your duty—and their right. After all, they're making heavy sacrifices for all of us.

Say JAX,
the drink of
friendship! You
can buy better
beer at any
price!

JAX BREWING COMPANY, Jacksonville

Distributed
By

SHELLEY CONNELL

Belle Glade,
Florida

AIRACOBAS TESTED ON SINCLAIR PENNSYLVANIA MOTOR OIL



When Bell Airacobra, deadly pursuit planes, are given the works on test flights their 1150 horsepower Allison engines are kept safely lubricated with Sinclair Pennsylvania Motor Oil—the same quality Sinclair Pennsylvania sold by your nearby Sinclair Dealer.

Now that your car must last longer, keep it safely lubricated with the same quality oil that protects the Airacobra's engine at 395 m.p.h. Have your Sinclair Dealer drain and refill your crankcase with Sinclair Pennsylvania Motor Oil every 1,000 miles. It lasts so long it saves money as well as your engine.

SAVE WEAR WITH
SINCLAIR
OIL IS
AMMUNITION
USE IT WISELY

A. E. Kirchman, Agent

Belle Glade, Florida

WANTED**Trainmen and Switchmen**

A good opportunity for men classified in 4-F or over draft age to engage in essential employment. Apply in person or by letter to Trainmaster's office, Florida East Coast Railway at Miami or New Smyrna Beach. Do not apply by telephone. If apply by letter state age, present employment and physical condition. Previous railroad experience unnecessary.

New and Used Auto Parts

It's possible you can find just what you need right here

Generators and Starters Repaired**Wright's Garage**

Phone 524
Belle Glade Road Pahoee

Cinematic Chatter

By Malcolm Miller

I got a peep-see at "Atlantic City" at the Everglades Theatre, in Belle Glade, this past Monday, and feel I'm qualified to give you a birdseye view of my impression of the piece and its actors. I know you'll be interested, because it is coming to your Prince Theatre this coming Sunday-Monday.

Constance Moore, Bradford Taylor, Jerry Calona and Charley Grapewin are starred in the piece. Many old-timers will remember Belle Baker when she was a head-

liner on all the major vaudeville circuits and when she was gorgeous creature to look upon. They will also recall Gallagher and Shean, who took New York by storm over night and toured all over this country and Europe with their crazy ditty, Mr. Gallagher and Mr. Shean.

What did I think of the show? I thought it was 80 minutes of top novelty, music and story, with some mighty trim gals to feast one's eyes on, comedy that registers a number of belly laughs, a love story that is sweet and not overly done and some song numbers you'll go away singing. Don't You Miss It!

There's a double feature on/off

Tuesday-Wednesday with Martha O'Driscoll and Noah Berry Jr. Starred in the first one which goes under the title "Weekend Pass."

Second picture is "The Hairy Ape." This is taken from the stage play of that name. The play enjoyed a long and popular run on Broadway some few seasons back. Starred in the piece are William Bendix and Susan Hayward.

For the Thursday-Friday showing is "The Great Moment" which stars Joel McCrea and Betty Field and boasts a fine cast of Hollywood's best in presenting this interesting story.

Joel is cast as a dentist in this one, instead of the hard riding, fast shooting hombrge we have been used to seeing in the past. It is an interesting story and not without its moments of comedy and action and I think you'll like it.

Saturday comes "The Return of the Rangers" which stars Dave O'Brien and Jim Newill and has a very good looking cast.

Signing off, will say the best news I have had in a long time was that the fine young feller, Roar Bleeck, wasn't lost after all.

We're all mighty proud of you, Roar.

See you at the movies—Mal.

PLANNED PARENTHOOD
JACKSONVILLE, Feb. 1. (FNS)—The Florida Federation for Planned Parenthood plans the establishment of a family counseling service to aid and advise returning service men and their wives, according to Mrs. Carita D. Corse, State Director.

The purpose of the project is to prevent divorces and aid couples to readjust themselves in the post-war period.

Mrs. Corse said the Planned Parenthood Federation of America with which the state organization is affiliated foresees another upward surge in marriages as well as divorces and a marked rise in the birth rate after this war as after the last.

Two industrial advisory committees were appointed by Governor Caldwell last week. One on Commercial Fishing, another dealing with Hotels. These committees will confer on matters dealing with the operation of the State Board of Conservation and the State Hotel Commission.

Prince Theatre

PAHOKEE, FLORIDA

WEEK OF FEBRUARY 4th

Sunday-Monday

"ATLANTIC CITY"

Constance Moore, Bradford Taylor, Jerry Calona

Tuesday-Wednesday

"WEEKEND PASS"

with Martha O'Driscoll and Noah Berry Jr. also

"THE HAIRY APE"

with William Bendix and Susan Hayward

Thursday-Friday

"THE GREAT MOMENT"

with Joel McCrea and Betty Field also

Selected short subjects

Saturday

"RETURN OF THE RANGERS"

with Dave O'Brien and Jim Newill

Homogenized Vitamin D Milk

AVAILABLE AT YOUR GROCERY STORE

ALFAR
CREAMERY CO.

Phone 20

Belle Glade, Fla.

Wrecker Service

WHEN YOU NEED IT!
WHERE YOU NEED IT!
A Phone Call Will Bring
Our Wrecker Pronto

We Are Equipped to
Give You Excellent

Body & Fender Repair Work

Our Paint Department Is Under
The Supervision of An
Expert

Have Your Car
Completely

Reconditioned

and Pay for it On the GMAC
Time Payment Plan

NEW SHIPMENT SEAT COVERS

CHRISTIAN CHEVROLET COMPANY

Phone 2371

Pahoee, Fla.

1-Day Service ON Re-Capping**6:00x16 . . . \$7.00**

We'll be happy to serve you. You'll find our service and workmanship completely satisfactory.

Ed Cushman

Phone 3441

Pahoee

PATRONIZE THE ADVERTISERS

Always the Best and Newest Dusts

WHEN IT'S FERTILIZER YOU
NEED—THINK OF . . .

WALKER FERTILIZER

Hundreds of farmers in the Lake Region are thoroughly satisfied with our product. We will be happy to serve you.

CUT WORM BAIT
CRATES AND HAMPERS

M. P. Holman, Inc.

Phone 4631

Pahoee

Seeds of Quality

Through the years this organization has worked faithfully to perfect the finest seeds to be offered on the American market. Our patrons call them SEEDS OF QUALITY.

KILGORE

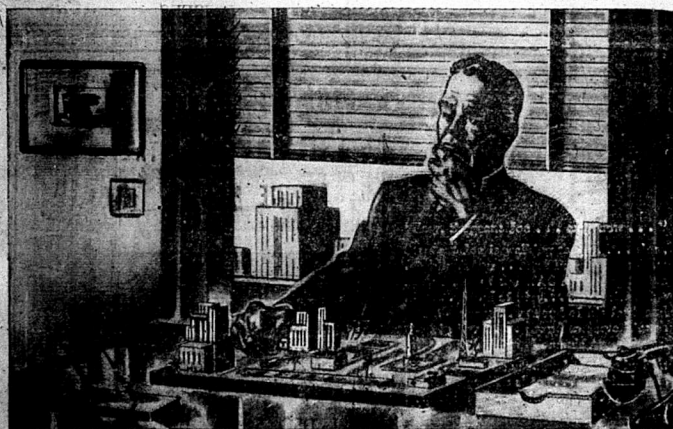
Seeds, we believe, are rightfully entitled to bear this friendly descriptive phrase—Seeds of Quality—because their reputation through the years has been such that this voluntary utterance of friends fully applies to them.

Let's Put Palm Beach County Over
the Top in the Sixth War Loan!

KILGORE SEED CO.

Phone 3201

Pahoee, Fla.

**memo: TO A BUSINESS MAN WITH PROGRESS ON HIS MIND!**

No, Mr. Florida Business Man, you haven't lost sight of the war! You've been building, producing, improving, for our armed forces and doing a man sized job of it, too. You're buying War Bonds, giving blood, writing every week to those GI Joes who used to work for you. That's all part of the American way of doing all we can for those who are doing so much for us.

But you're looking ahead, too, to the post-war world, just as we are doing here at Belcher Industries—seeking ways of doing a good job better, to make more and better jobs for our servicemen when they come home.

That's why Belcher Industries of Miami wants to remind you that Air Conditioning should have prior consideration in your post-war program, whether you manage a factory, theatre, store, or hotel. Air Conditioning, once considered a luxury, has proved itself actually to be a tremendous asset to production, sales and service!

Our Air Conditioning consultants at Belcher Industries look forward to talking the matter over with you, your architect, and your consulting engineer . . . soon. Telephone us at 2-7425 for an interview at your convenience.

BELCHER INDUSTRIES

A Division of Belcher Oil Company

ESTABLISHED 1915

MIAMI, FLORIDA

Sole Distributors in South Florida of Carrier Air Conditioning and Refrigeration



Thru The Glades Travel Via... Glades Motor Lines

SERVING the Glades several times daily
with modern busses.

ROUND TRIP FARES:
BUY WAR BONDS WITH THE DIFFERENCE
YOU SAVE ON ROUND TRIP TICKETS

Our busses make connections with bus lines covering the entire State.

**GLADES MOTOR
LINES, INC.**
"SERVING THE GLADES"

PERSONALS

Arthur Bush and George Weaver left Wednesday for the Garolima. Mr. Bush has tentative plans to move his family there later and make his home in that section of the country.

Mrs. Browning Roach and sons, Barry and John D., of Maryville, Tenn., have arrived in Pahokee for a visit with her mother, Mrs. J. R. York. They plan to stay through February.

Mr. and Mrs. J. W. Poyell and daughter of Panama City arrived Sunday for a visit of several days with Mrs. Poyell's brother and sister-in-law, Mr. and Mrs. Ben S. Waring.

Mrs. Robert Whiteley and children of Ann Arbor, Mich., who have been guests here of Mrs. J. R. York have joined Ensign Robert Whiteley in Fort Pierce, where they will make their home while he is stationed there.

Miss Priscilla Lamp, seaman 2-c of the Spars, spent a few days this week visiting her brother and sister-in-law, Mr. and Mrs. R. O. Lamp, in Pahokee while she was

being transferred from the disbanded SPAR training base in Palm Beach to Mahattan Beach, N. Y.

Kay Friend, daughter of Mr. and Mrs. Lewis Friend, has been ill at her home on Bacon Point Road this week.

Mrs. A. E. Morgan returned home Saturday from St. Mary's Hospital, West Palm Beach, where she spent several days for medical observation and treatment.

Pvt. H. B. Baxter has returned to Fort Ord, Calif., after spending a brief leave in Pahokee visiting his wife and son and other relatives.

Mr. and Mrs. Henry Brooker had as a guest over the weekend their nephew, Capt. N. O. Epps, who recently returned to the United States after 22 months of duty in the India-Burma-China theater. Capt. Epps is being transferred to Victoria, Texas, from the re-distribution center in Miami.

Mr. and Mrs. Hayward Johnson of Washington, D. C., were the house guests of Dr. and Mrs. L. W. Armstrong the first of the week.

FLOWERS FOR ALL OCCASIONS

Funeral Designs, Baskets, Vases, etc.

Full line of cut flowers.

WE TELEGRAPH FLOWERS

PHONE US DIRECT

Gregg, the Florist

1106 So. Poinsettia Ave.

Phone 8133



Excellent Food Expertly Prepared

The Newly Opened Restaurant At The Glades Club Provides A Delightful New Dining Service

Our Dining Room Is Equipped To Serve The Most Discriminating

STEAKS Choice Beef **\$1.25 to \$2**

You may have a tasty
Fried Chicken Dinner
\$1.50

OYSTERS

| | |
|------------------|------|
| Half Stew | .60 |
| Whole Stew | 1.00 |
| Half Fry | .75 |
| Whole Fry | 1.25 |

Spaghetti 75c
With Meat Sauce

Chili 30c

Our Sandwiches Are Not Skippy
And The Prices Are Right

The Glades Club

Restaurant Open 7:00 P. M. to 2:00 A. M.

Miss Edith Idelson of Sarasota arrived Wednesday for a visit of several days with her brother-in-law and sister, Mr. and Mrs. Joseph Kahn, and children, Alfred and Marjorie Harriett.

Mrs. William Gushack of Jacksonville, who has been the guest here of her brother-in-law and sister, Mr. and Mrs. Raymond Caruthers, left Thursday for Miami where she will visit another sister, Mrs. J. W. Burnside and family.

Carmon Salvatore, Jr., fireman 1-c in the U. S. Navy who recently completed a training course in electrical engineering at Purdue University, West Lafayette, Ind., is spending a brief leave with his family in Pahokee this week. He leaves today (Friday) to report back for duty.

NOTICE OF ANNUAL MEETING OF LANDOWNERS OF PAHOKEE DRAINAGE DISTRICT

Notice is hereby given that pursuant to an order of the Board of Supervisors of Pahokee Drainage District, the annual meeting of the landowners of the District for the year 1945 will be held at the office of said District in the Post Office Building at Canal Point, Palm Beach County, Florida, on Friday, February 23, 1945, at 2:30 o'clock P. M. Eastern Standard Time, for the purposes of:

1. Electing a Supervisor;
 2. Receiving annual reports and making such action with respect thereto as the landowners may deem proper;
 3. Transacting such other business as may come before the meeting.
- BY ORDER OF THE BOARD OF SUPERVISORS OF PAHOKEE DRAINAGE DISTRICT
J. B. Patterson, Secretary

Published: Feb. 2, 9, 1945.

WANT ADS

Maybe you'd better take a look at the label on your paper and see if your subscription is paid in advance. If it isn't you may not receive a paper next week. A word to the wise is said to be sufficient.

FOR SALE: 5 acres of muck land, close in and four lots near the Baptist church. Out of town owner says sell. See Dan Carpenter, Pahokee. **\$250**

FOR SALE: Vacant house with five rooms, modern, nice large lot, price \$2750. Terms, see Dan Carpenter, Phone 2571, Pahokee, Florida. **\$250**

SEPTIC TANKS CLEANED the modern way. See us at once. Lewis Thompson, Thompson Hotel, Pahokee, Fla. **\$250**

BUY MORE WAR BONDS

First Sign of A COLD
USE 666
Cold Preparations as directed.

—HEALTH—
CHIROPRACTIC DOES GET SICK PEOPLE WELL.
DR. L. S. JONES
Chiropractor Phone 3650
201-02 Comeau Bldg.
WEST PALM BEACH, FLA.

ANTHONY'S

French Lisle Socks AND Better Wool Socks

On a recent trip to market we found some real socks... the quality that has been off the market since 1941. These fine hand embroidered, French Lisle, full fashioned socks have come into this country by Air Express from Brazil through the customs at Miami, expressed to New York and back here for retail sale. We have these socks in short and long styles, priced from \$1.50 to \$4.00 a pair.

The new wool-and-nylon socks for golf and cool days are the finest we have had in a long time. They're priced at \$2.00 a pair.

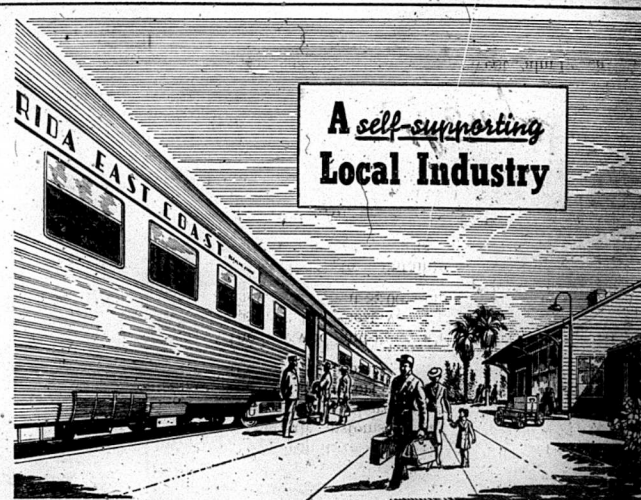
We're hoping to maintain a constant supply of these unusually fine socks.

Make Anthony's your headquarters when in town!

Anthony's

312 Clematis Street

West Palm Beach



A self-supporting Local Industry

In planning to attract new post-war industries, the value of industries already well-established merits consideration.

Your railroad, for example, is a local industry which has long proved an asset to your community and aided its development in many ways. It is your only completely self-supporting form of transportation.

Not a dime of your tax money goes to provide or maintain its stations, right-of-way, or other facilities. Instead your railroad owns them and pays substantial taxes on them to your

community and county. This lightens your property tax burden instead of increasing it.

Your railroad also provides employment for several thousand Florida East Coast residents at higher than average wages.

And here is one industry that is particularly needed in attracting other industries such as manufacturing and processing plants.

The Florida East Coast Railway is essentially a local enterprise and institution, devoted exclusively to the development of the East Coast of Florida. Its interests are not scattered over other states.

FLORIDA EAST COAST RAILWAY

A Florida Industry and Institution